CHARGE NUMBER: 4010

PROJECT TITLE: Brand Modifications

PROJECT LEADER: W. A. Geiszler

PERIOD COVERED: August, 1981

I. TAR/CO DELIVERY CHANGES

A. Marlboro (L. Stewart)

A POL test is in progress comparing a Marlboro KS model with a 14 mg FTC tar delivery against the 16 mg production control. Preliminary results indicate that the experimental cigarette is achieving parity in preference with the control. The experimental cigarette uses a modified flavor formulation. Similar POL testing is planned for 14 mg LS and 100 mm models.

An HTI test is scheduled to compare a 16 mg FTC tar/14 mg CO Marlboro KS model against the 16 mg tar/16 mg CO production control.

B. B&H 100's (L. Stewart)

Model making is continuing to develop B&H 100's prototypes which deliver 16 mg FTC tar and 14 mg of CO for consumer panel testing against the 16 mg tar/17 mg CO production control.

C. Marlboro Lights (B. Mait, J. Nepomuceno)

An HTI test is in the field comparing a 9 mg FTC tar version of Marlboro Lights 100 against the 11 mg production control. A Marlboro Lights 100 model with "equal tar/reduced CO" relative to the production control is being evaluated by in-house panels.

D. B&H Lights (B. Mait)

A B&H Lights model with a reduced CO delivery is being tested against the production control by in-house panelists. Both the experimental and control cigarettes have the same FTC tar delivery.

E. Merit (B. Mait, S. Stone)

A POL test is in the field comparing a Merit KS model with reduced CO delivery against the production control cigarette, both having the same FTC tar delivery. Another reduced CO delivery Merit KS model has been made with porous tipping and is being tested by in-house panelists.

F. Virginia Slims Lights (L. Stewart)

A program to reduce the CO delivery of Virginia Slims Lights by 1 - 2 mg is in the model making stage.

2022151479

Source: https://www.industrydocuments.ucsf.edu/docs/fxxm0000

G. Cambridge (S. Stone)

Models of Cambridge KS and 100's designed to deliver 3 and 5 mg of FTC tar respectively are undergoing smoking analysis.

II. CIGARETTE TECHNOLOGY

A. Hot Melt Tipping Adhesive (J. Nepomuceno)

Cigarettes were made for a POL test to evaluate an Ecusta hot melt tipping adhesive versus the production PVA adhesive on Marlboro KS cigarettes. Both cigarettes met analytical smoking specifications, but the experimental cigarette was judged to be significantly different from the control by both the Flavor Panel and the MC Panel. More cigarettes are being made with different batches of Ecusta hot melt tipping to identify the source of the taste problem.

B. Porous Plugwrap (B. Mait)

Schweitzer high porosity plugwraps with CORESTA values of 15,000 and 19,000 are being evaluated as replacements for 260-M1 plugwrap to achieve cost savings. Cigarette testing at R&D indicates that the 19,000 material is the better replacement candidate. Small scale factory trials are scheduled for both materials on the Cambridge 100 mm product.

An evaluation of Ecusta 28070 plugwrap has been completed which shows the material to be very comparable to Schweitzer's 65-M1 product. Since 65-M1 is not yet being used in production, no factory testing of 28070 is planned at this time.

C. Cork Tipping (S. Stone)

An Ecusta cork tipping colored with Fe_2O_3 in place of azo dyes is being evaluated for electrical perforation. The perforating performance of the experimental tipping was satisfactory in a 10 bobbin trial, but the perforations are slightly visible on the cigarette. Further testing is being conducted to minimize the visibility of the perforations.

W. A. Geiszler

WAG/lad

2022151480

Source: https://www.industrydocuments.ucsf.edu/docs/fxxm0000